Education, Design and Practice – Understanding skills in a Complex World

Paper / Proposal Title:
Being Instagrammable. How to Train Architecture Students to the Power of New Social Media

Author(s) Name:
Anna Cornaro

University or Company Affiliation:
American University in Dubai – COdESIGN Office of Architecture

Abstract (300 words):

Instagram is a social media platform that counts 1 billion of monthly active users, 500 million of daily active users and 400 million users watching stories on a daily basis.

Academia cannot ignore such a powerful instrument and should start to understand, analyze and manage the visual and social power of this new tool, in order to allow new generations of architects to discover fruitful and creative ways of communicating process, projects and concepts. Future generations should be also able to convert the app to new and unpredictable uses, with the aim of, not only communicating, but also researching, discussing, producing, designing in a renovated way.

Students have to be trained to the power of instant images and should be able to use it at the service of their critical thinking and design skills.

The fragmented reality presented by new social media can be the method to interpret reality and respond with renovated creativity to the project challenge.
The new tool has to be understood in relationship with the historical and theoretical scenario, revising Benjamin’s *The Work of Art in the Age of Mechanical Reproduction* and looking at the new phenomenon as a contemporary and updated version of Mnemosyne Atlas by Aby Warburg, where instantaneous sharing plays a new and strategic role.

The paper will present some experiments held in the Courses of Theory of Architecture and Architecture Study Tour Abroad by the author, at the American University in Dubai. They will be integrated with a deeper investigation of the aspects and opportunities presented by the social media platform in the field of architecture.

- **Author(s) Biography (200 words each):**

  Anna Cornaro  
  DOB 26/07/1969  
  Associate Professor of Architecture, American University in Dubai.  
  Founder and Partner, COdESIGN Architectural Office, Italy-UAE.  
  Adjunct Professor at University of Rome Sapienza (2007-2011).  
  Organizer, promoter and tutor of international workshops (Rome-Tokyo-Dubai), speaker and paper presenter in international conferences (Genoa, Rome, Milan, Tokyo, Syros 2017, Amman 2017).  
  Winner of academic and professional prizes, she has published papers on urban space, urban micro systems, exhibit design, spaces for mental disease, Japanese architecture and written essays and articles for several international magazines.  
  She was granted three scientific research scholarships (three-years scholarship sponsored by the Sapienza University of Rome – 2003-2006, two-years scholarship sponsored by the Japanese Ministry of Education – 2004-2006, and a six-months scholarship sponsored by the Italian National Institute for Foreign Trade - 2001).  
  As professional (Partner and Founder of COdESIGN) she is winner of national and International design competitions (Gallipoli Old Market, Historical Hanoi, Gallipoli Ramp, Atmosphere, Corviale Open-air Theater Renewal, Oasis Seating System, Baghdad Design Center).  
  Her architecture, object design and art installation (all as COdESIGN) have been exhibited all over the world: Rome, Milan, Gallipoli, Beijing Design Week, Dubai Design Week, Sharjah.  
  Anna Cornaro combines academic research, studio teaching and professional experience, in a continuous learning process.